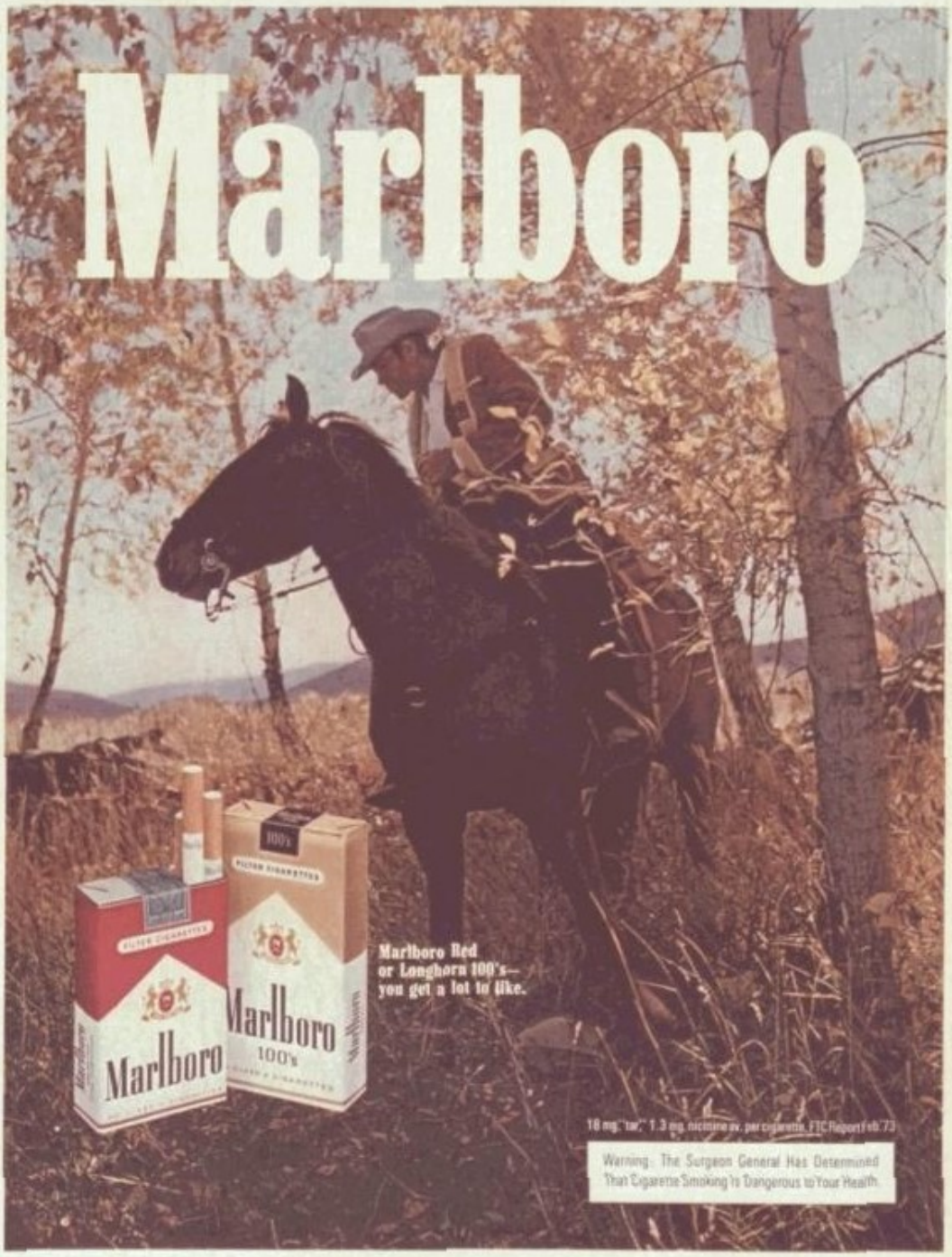
LEO BURNETT U.S.A.
Ad No. 3022—Plate 1—Fall in Connecticut—Req. No. 90769—1 page—4/C bleed—8¼ x 11⅛ in.—National Magazines, 1973 (A)
Printed in U.S.A.


Marlboro
Marlboro Red
or Longhorn 100's—
you get a lot to like.
Marlboro
Marlboro
100's
18 mg. "tar," 1.3 mg. nicotine av. per cigarette, FTC Report Feb. '73
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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